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E<sup>1</sup>  
d) magnetically and temporarily linking the non-permanently magnetized component to a ferromagnetic object so that the coated medium and ferromagnetic object are held together by magnetic attraction from the ferromagnetic object.

E<sup>2</sup>  
E<sup>1</sup>  
CMT  
13. (twice amended) The method of claim 10, further comprising magnetizing the ferromagnetic component of the non-permanently magnetized component so that the non-permanently magnetized component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically holds the ferromagnetic object.

E<sup>3</sup>  
15. (twice amended) A coated medium comprising:

a) a medium having a surface, the surface capable of receiving a substantially and regularly spread coating material, the medium being one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls; and

b) a coating material as a mixture of a binder suitable for being spread substantially regularly over the surface of the medium and a ferromagnetic component, the coating material spread substantially and regularly over at least a portion of the surface, the binder material being a hot melt adhesive;

c) the coating material being applied to the medium to form a coated medium as a non-permanently magnetized component that can temporarily and magnetically link to a ferromagnetic object so that the non-permanently magnetized component and ferromagnetic object are held together.

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18. (twice amended) The coated medium of claim 15, wherein the adhesive is a hot melt adhesive and the mixture comprises two parts by weight of hot melt adhesive and six parts by weight of iron oxide as the ferromagnetic component.

19. (twice amended) The coated medium of claim 15, wherein the non-permanently magnetized component is permanently magnetized such that the magnetized coated medium temporarily and magnetically holds the ferromagnetic object.

20. (twice amended) An apparatus for coating a medium comprising:

a) means for mixing a binder suitable for being spread substantially regularly over a surface of the medium and a ferromagnetic component to form a coating material, wherein the medium is one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls, the binder material being a hot melt adhesive; and

b) means for substantially and regularly spreading the hot melt adhesive containing the ferromagnetic component as the coating material onto the surface of the medium and for allowing the coating material to set, the mixing and spreading means forming a non-permanently magnetized component that can temporarily and magnetically link to a ferromagnetic object so that the coated medium and ferromagnetic object are held together.

21. (twice amended) The apparatus of claim 20, further comprising means for magnetizing the non-permanently magnetized component so that the non-permanently magnetized component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically can hold a ferromagnetic object.

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~~22. (twice amended) The apparatus of claim 20, further comprising means for magnetizing the non-permanently magnetized component so that the non-permanently magnetized component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically can hold the ferromagnetic object, the magnetizing means having a magnetic strength to orient the ferromagnetic components of the coating material before the coating material sets.~~

~~(B) Please add new claims 29-34.~~

~~29. The method of claim 10, wherein a sheet of material is applied to a surface of the coating material and adhered thereto by the hot melt adhesive.~~

~~30. The method of claim 13, wherein a sheet of material is applied to a surface of the coating material after the magnetizing step and adhered thereto by the hot melt adhesive.~~

~~31. The coated medium of claim 15, further comprising a sheet of material adhered to a surface of the coating material using the hot melt adhesive.~~

~~32. The coated medium of claim 19, further comprising a sheet of material applied to a surface of the coating material using the hot melt adhesive.~~

~~33. The apparatus of claim 20, further comprising a means for depositing a sheet of material onto the coating material so that the hot melt adhesive adheres the sheet material to the coating material.~~